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MOTHERS DISCUSS COTTON AND OTHER FIBERS IN CHILDREN'S CLOTHES

A Preliminary Summary Report

Marketing Research Division
Agricultural Marketing Service
U. S. Department of Agriculture
Washington, D. C.

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This report deals with use of and preferences for cotton and other fibers in selected items of children's clothes, as reported by mothers of children 1 through 13 years of age. It is one of a series of studies on the consumption of agricultural products being conducted by the Market Development Branch, Marketing Research Division, Agricultural Marketing Service. This study is part of a broad program of continuing research aimed at expanding the markets for farm products.

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MOTHERS DISCUSS COTTON AND OTHER FIBERS IN CHILDREN'S CLOTHES

A Preliminary Summary Report

By Margaret Weidenhamer, Project Director
Market Development Branch

INTRODUCTION

During June and July 1958, a national sample of over 2,400 mothers of children 1 through 13 years of age was personally interviewed to ascertain the mothers' opinions about fibers in selected items of children's clothing. A complete analysis of the survey data is in progress, and a full report is being prepared for publication. This preliminary report gives some of the major findings. Since it is being released prior to final analysis and review, the data are subject to revision.

Respondents were questioned on topics such as their experience with fibers, predominant fiber in use, fiber preference and reasons for this preference, and either disadvantages of the preferred fiber or ratings of several fibers on selected attributes (for example, ease of care and durability) for the following items of children's clothes:

outer jackets or short coats
anklets and socks (stretch vs. "regular")
schoolgirls' rainwear, slips, dress-up dresses, and blouses and skirts for school wear
schoolboys' rainwear, sport shirts, and pants for school wear

With the exception of raincoats, which about three-fifths of the mothers said their schoolchildren owned, all the clothing items covered in this study were owned by all or almost all of the girls and boys.

This report presents a brief discussion about what children usually wear in winter, how their clothing is obtained, mothers' experience with children's wash-and-wear clothes and washable wool clothes, as well as data on fiber preference and reasons for the more popular materials for each of the selected items of clothing mentioned above.

WHAT CHILDREN WEAR IN WINTER FOR SCHOOL, DRESS, AND PLAY 1/

According to their mothers, girls 6 to 13 usually wear one-piece dresses with a sweater, outer jacket, or full-length coat for winter dress-up occasions. For play at this time of year they are usually outfitted with a knit shirt or blouse, dungarees or slacks, and a sweater or outer jacket.

Blouses and skirts are favored for school, although one-piece dresses are also very popular. Sweaters, outer jackets, or both complete the school outfit.

The pre-schoolgirl's wardrobe for play and dress during colder weather is similar to her older sister's, except that the younger girls are more likely to be clad in snowsuits than in outer jackets, and in knit shirts than blouses (table 1).

In winter most schoolboys usually don dress shirts and long pants, frequently with a sport coat, as "formal" wear. The typical 6- to 13-year old headed for school wears a sports shirt and dungarees, by almost 2 to 1. Dungarees with either a knit or sport shirt get the nod for play. Pre-school boys are most likely to wear either sport or dress shirts with long pants for dressier occasions and for play, knit shirts and dungarees. Schoolboys usually wear outer jackets or short coats for warmth while for younger boys it's a toss-up between snowsuits and outer jackets (table 2).

HOW CLOTHING WAS OBTAINED DURING THE YEAR

Most of the items of both girls' and boys' clothing asked about were purchased new by parents. However, hand-me-downs from siblings or the children of friends and relatives were mentioned frequently, and gifts of new clothing were also prevalent. Sport shirts and dress-up dresses were particularly popular as gift items; pre-schoolchildren were more likely to have received gifts of clothing than were those of school age. In addition, many of the girls in both age groups wore home-sewn dresses and skirts (tables 3 and 4).

1/ Based on the responses of:
701 mothers who had pre-schoolgirls (ages 1-5)
754 mothers who had pre-schoolboys (ages 1-5).
1,131 mothers who had schoolgirls (ages 6-13).
1,147 mothers who had schoolboys (ages 6-13).

FIBER PREFERENCES FOR SCHOOLCHILDREN'S CLOTHES

Raincoats

Three-fifths of the mothers of schoolchildren reported their sons and daughters had raincoats. "No need for them" was the usual explanation given for children not wearing raincoats, often because door-to-door transportation was provided between home and school on rainy days. About 1 in 4 felt they could not afford raincoats, and some children, especially school-age boys, rebelled at wearing them.

Among those whose girls did wear raincoats, plastic, treated cotton, and rubber-coated cotton ranked almost equally as preferred materials. A few mentioned oilskin, rayon, or other materials, and 1 in 6 expressed no choice.

Almost two-fifths of those whose boys had raincoats preferred rubber-coated cotton for this garment. Oilskin was liked best by 1 in 5, and plastic and treated cotton were also mentioned frequently. One in 7 expressed no preference.

Replies to the questions: "What material do you like best for (girls', boys') raincoats?" Percentaged only for mothers whose children had raincoats at the time of the interview.

	Schoolgirls' raincoats	Schoolboys' raincoats
	Percent	Percent
Rubber-coated cotton ------	22	37
Plastic -------------------	25	16
Treated cotton ------------	24	10
Oilskin -------------------	7	21
Rayon ---------------------	3	--
Other ---------------------	3	2
No preference -------------	16	14
Total ----------------	100	100
Number of cases -------	678	649

Rubber-coated cotton and oilskin were liked primarily because they are durable and effective in keeping children dry in wet weather. Treated cotton is considered durable, attractive, and suitable for many occasions. Plastic's appeal to consumers lies in its waterproofness, lower price, light weight, easy cleaning (can be sponged off), and convenience (it's easy to carry and can be folded away).

Girls' Dress-up Dresses

Although cotton holds a slight edge, cotton and nylon are in almost equal favor for schoolgirls' dressy dresses--each being chosen by roughly one-third of the mothers. However, about one-fourth of the mothers mentioned a variety of other fibers or mixtures as their preference for dressy dresses (table 5).

Both cotton and nylon are considered attractive, although the specific comments vary somewhat. Nylon is also praised for being easy to launder, chiefly because it requires little or no ironing. Cotton's advocates feel it is easy to wash and care for, washes well, and is durable (details in table 6).

Girls' Slips

Six mothers in 10 liked cotton best for girls' slips; about 3 in 10 chose nylon. Nylon's strongest point is that it requires little or no ironing. "Easy to care for," "quick to dry," and "durability" were also considerations. No one specific factor dominates the reasons some mothers prefer cotton for this use--mothers talk of ease of care, staying white or bright, and durability (tables 5 and 6).

Girls' Blouses and Boys' Sport Shirts

Seven mothers out of 10 preferred cotton for girls' blouses for school wear; a few mothers mentioned preferences for nylon, Dacron, or a mixture of Dacron and cotton.

Cotton was liked best for boys' sports shirts by about 8 out of 10, and almost 1 in 10 preferred a Dacron and cotton mixture. No other fiber or mixture was mentioned by more than 3 percent.

The major advantages cited for cotton in both these uses were appearance and ease of laundering (tables 5 and 6).

Objections to Preferred Fiber

As can be seen in the tabulation below, most of cotton's advocates were not inclined to voice any objections to it. Those who preferred nylon were much more vocal about the less desirable attributes of that fiber.

Percentage who mentioned criticisms when asked: "Is there anything you don't like so well about (preferred material) for (sport shirts, school blouses, dress-up dresses, slips)?" (Shown only for the more popular materials)

	Percent
Mothers who preferred cotton for:	
Sport shirts	15
School blouses	18
Dress-up dresses	16
Slips	15
Mothers who preferred nylon for:	
Dress-up dresses	44
Slips	45

The few adverse comments made about cotton by mothers preferring it centered around the need for ironing and difficulties with ironing. Criticisms of nylon by those who liked it best varied somewhat with the item of clothing being discussed. For both dresses and slips, the fact that it is not cool and that seams fray and stitching breaks were of concern. Difficulties with ironing come up particularly in connection with dresses, which must look neater than slips to be acceptable; comments about nylon's tendency to turn grey or dingy were more prevalent for slips, which are more likely to be worn in white.

Girls' School Skirts

Cotton, which was chosen by 4 in 10, is the leading fiber for school skirts (25 percent preferred corduroy and 16 percent other cotton) but wool (26 percent) and blends containing wool (16 percent) considered together were also selected by about 4 in 10 (table 7).

Wool is considered desirable mainly because of its warmth and good appearance. Cotton rates well on a number of points--it looks nice, is washable, and launders easily. Corduroy has the additional advantage of warmth (table 8).

Boys' School Pants

Seven mothers out of 8 preferred cotton for their sons' school pants for winter wear; 30 percent specified corduroy and 57 percent voted for other cottons (often dungarees).

Both corduroy and other cotton were credited with being long-wearing and easy to take care of; corduroy also scored heavily for warmth (tables 7 and 8).

OPINIONS ABOUT OTHER CLOTHING ITEMS 2/

Children's Outer Jackets

Slightly more than 3 mothers in 10 preferred wool for their children's jackets or short coats and cotton was preferred by about 2 in 10. Many other materials, such as cotton-wool mixture, nylon, leather, nylon-wool mixture, and Dacron-wool mixture were also mentioned, but none of these was chosen with any frequency (table 7).

Both wool and cotton were considered attractive and durable in jackets by the parents who chose them. Wool's distinctive advantage is warmth, which was an overwhelming consideration for those who prefer it. Cotton is desirable for jackets, according to its advocates, because it is washable and easy to care for (table 8).

Anklets and Socks

While the questionnaire for this study was being tested, it became apparent that most mothers could speak more easily about their opinions of stretch or regular socks than of the materials from which the socks were made, so the questions were phrased in those terms. Since cotton is the major fiber in regular socks and nylon in stretch socks, the attitudes expressed as an evaluation of the socks in effect often indirectly include an evaluation of the material from which they are made.

About 9 out of 10 mothers had had experience with stretch socks for their children; about half liked stretch socks better, and the other half preferred regular socks.

Replies to the question: "Which do you prefer for your child(ren)--stretch socks or regular socks?"

	Percent
Stretch socks	44
Regular socks	41
No preference	4
Children haven't worn stretch socks	11
Total	100
Number of cases	2,476

2/ Information based on the responses of all mothers interviewed.

In discussing the good points of stretch socks, those who prefer them emphasize fit factors (fit smoothly, and will fit any foot) and durability. Mothers who like regular socks better cite a variety of reasons for their choice, without stressing any of them; factors such as not turning grey or dingy, durability, and absorbency were mentioned a little more often than other reasons (table 9).

Wash-and-Wear Clothes

About two-thirds of the girls and half the boys had worn wash-and-wear clothes. Girls' dresses and blouses and boys' shirts were the most frequently mentioned items; wash-and-wear skirts and slacks or trousers had also been tried by quite a few of the mothers.

All in all, three-fourths of the mothers had had experience with girls' or boys' wash-and-wear clothes, or both. They praised the easy-care features of this type of clothing; the 4 users in 10 who had some criticism spoke mainly of the necessity for some ironing.

Seventy percent of these women reported they had used manmade fibers such as Orlon, nylon, or Dacron; 59 percent had used mixtures of cotton and manmade fibers; and 55 percent had tried wash-and-wear children's clothes made of all cotton. (Note: any figures based on respondents' recall of fiber experience are subject to errors of memory or misinformation. In the case of wash-and-wear clothing, another source of error is the tendency of some respondents to assume that wash-and-wear items must contain some manmade fiber or be made entirely from a manmade fiber.)

When asked to cite a preference among the various materials, about 4 in 10 said it didn't make any difference to them. Twenty-eight percent voted for all cotton, 17 percent chose manmade fibers, and 16 percent liked wash-and-wear items made of a mixture of the two. The reasons mothers gave for these preferences are as follows:

	Mothers who preferred wash-and-wear children's clothes made of--		
	Cotton	Manmade fibers	Mixture
	Percent	Percent	Percent
Ease of laundering (includes ironing)	43	63	62
Appearance and style	41	49	47
Durability	33	15	25
Comfort and fit (mainly coolness, absorbency)	24	11	20
Number of cases	522	293	290

Washing Woolen Items

About half (54 percent) of the mothers indicated they had washed some woolen children's clothing items in the past year or so--chiefly sweaters. These mothers divided almost evenly when asked about the tags the garments carried--about one-third said the items were marked washable, about one-third had washed garments not so marked, and the remaining third couldn't recall anything about the labelling. Only 1 in 5 who had washed wool expressed dissatisfaction with the results--shrinkage was the major complaint; matting and loss of shape were also mentioned. A few women (one-tenth of those dissatisfied) confessed they had put woolen things in washing machines and therefore felt that they themselves were responsible for the unsatisfactory results.

Table 1.--Clothing items girls usually wear during the winter for school, play, and dress

Items usually worn	Pre-schoolgirls		Schoolgirls		
	Play	Dress	School	Play	Dress
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Dresses	15	92	48	9	81
Blouses	11	12	57	32	24
Knit shirts	77	2/	5	46	2/
Skirts or jumpers	5	17	66	4	33
Dungarees	48	2/	7	53	2/
Slacks	33	2/	5	40	2/
Overalls	8	2/	2/	2/	2/
Shorts	2/	2/	2/	11	2/
Jackets	15	6	10	12	8
Sweaters	50	41	68	47	36
Outer jackets	28	25	59	46	38
Snowsuits	42	30	4	5	2
Coats	2/	21	15	2/	32
Other	7	3	1	6	2
Number of cases -	701	701	1,131	1,131	1,131

1/ Percentages total more than 100 because of multiple answers.
2/ Items not shown separately may be represented in the "other" category.

Table 2.--Clothing items boys usually wear during the winter for school, play, and dress

Items usually worn	Pre-schoolboys		Schoolboys		
	Play	Dress	School	Play	Dress
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Sport shirts	25	36	69	42	32
Knit shirts	80	22	31	60	3
Dress shirts	2/	43	9	2/	69
Dungarees	63	4	64	92	3
Long pants	30	78	38	8	90
Short pants	7	14	2/	3	2/
Overalls	6	2/	2/	2/	2/
Suits	2/	3	2/	2/	6
Sport coats	2/	28	15	6	53
Sweaters	44	25	34	27	13
Outer jackets	41	32	83	67	54
Snowsuits	42	30	2/	2	2/
Coats	2/	8	2/	2/	8
Other	5	2	4	2	2
Number of cases -	754	754	1,147	1,147	1,147

1/ Percentages total more than 100 because of multiple answers.
2/ Items not shown separately may be represented in the "other" category.

Table 3.--Ways in which selected items of girls' clothing were obtained during the preceding year

How obtained	Pre-schoolgirls			Schoolgirls		
	Dress-up dresses	Skirts	Outer jackets	Dress-up dresses	School skirts	Outer jackets
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Bought new	72	32	63	77	64	81
Handed down from friends or relatives	30	20	29	29	27	22
Handed down from sister	19	12	17	14	13	12
Received as new gifts	51	18	15	32	15	8
Home sewn	26	18	6	32	33	4
None obtained in past year	1	34	8	3	6	5
Number of cases	701	701	701	1,131	1,131	1,131

1/ Percentages total more than 100 because of multiple answers.

Table 4.--Ways in which selected items of boys' clothing were obtained during the preceding year

How obtained	Pre-schoolboys			Schoolboys		
	Sport shirts	Slacks or trousers	Outer jackets	Sport shirts	School pants	Outer jackets
	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/	Percent 1/
Bought new ----------	78	86	73	87	95	88
Handed down from friends or relatives	29	23	22	23	15	18
Handed down from brother ----------	25	20	23	18	10	14
Received as new gifts	44	32	16	39	16	8
Home sewn ----------	8	4	3	10	--	--
None obtained in past year ----------	2	1	3	1	--	1
Number of cases --	754	754	754	1,147	1,147	1,147

1/ Percentages total more than 100 because of multiple answers.

Table 5.--Replies to the questions: "What material do you like best for (girls' dress-up dresses, girls' slips, blouses for school wear, boys' sport shirts)?"

Preferred material	Schoolgirls' --			Schoolboys' sport shirts
	Dress-up dresses	Slips	Blouses	
	Percent	Percent	Percent	Percent
Cotton	38	62	71	78
Nylon	33	28	7	2
Dacron and cotton	5	2	7	8
Dacron	3	2	6	2
Nylon and cotton	3	1/	2	3
Rayon and/or acetate	5	2	1/	1/
Rayon and cotton	2	1/	1/	2
Orlon	2	1/	1/	1/
Other	3	4	2	4
No preference	3	--	2	--
None worn	3	--	3	1
Total	100	100	100	100
Number of cases	1,131	1,131	1,131	1,147

1/ Materials not shown separately may be represented in the "other" category.

Table 6.--Replies to the questions: "What are the main things you like about (preferred material) for (sport shirts, girls' school blouses, dress-up dresses, girls' slips)?"

Replies	Reasons for preferring cotton for --								Reasons for preferring nylon for --			
	Boys' sport shirts		Girls' school blouses		Girls' dress-up dresses		Girls' slips		Girls' dress-up dresses		Girls' slips	
	Percent 1/		Percent 1/		Percent 1/		Percent 1/		Percent 1/		Percent 1/	
Appearance and style	---	62	---	71	---	74	---	45	---	76	---	37
Looks fresh, looks nice after use	27		31		34		10		23		12	
Can be starched	16		25		18		10		--		2	
Colorfast	16		10		8		2/		2		2/	
Looks nice, neat, suitable	9		11		21		6		50		8	
Doesn't turn grey, yellow or dingy	3		14		2		21		1		2	
Good selection, comes in variety of colors, patterns, styles	3		3		10		1		7		3	
Holds shape	3		2		3		3		5		5	
Doesn't soil easily	3		2		2		2/		4		2/	
Doesn't wrinkle	1		1		2		2/		9		2/	
Not transparent	2/		3		2/		3		2/		--	
Suitable for many occasions	2/		2/		7		2/		3/*		2/	
Material is stiff, stands out	2/		2/		3		1		6		9	
Other	1		1		*		2		1		2	
Ease of laundering	---	59	---	56	---	38	---	4/56	---	71	---	4/91
Easy to iron	30		29		13		12		6		2	
Easy to wash and care for	25		26		21		19		31		31	
Doesn't require special handling	19		18		8		17		1		5	
Requires little or no ironing	7		2		5		8		43		65	
Dirt and stains come out easily	3		5		2		3		4		2	
Dries quickly	2		1		1		1		10		24	
Doesn't require starching	2		1		1		1		4		3	
Other laundering	---	28	---	27	---	34	---	4/	---	12	---	4/
Washes well	19		21		28		9		10		9	
Irons well	16		14		12		3		2		*	
Doesn't shrink	3		2/		2/		2/		2/		2/	
Other	1		1		3		1		1		1	
Durability	---	30	---	30	---	25	---	37	---	13	---	23
Durable, wears well, lasts long time	25		25		21		28		12		22	
Stands lots of washing	3		3		2/		3		2/		*	
Doesn't fray, ravel; seams don't pull	2		2		4		5		1		1	
Other	1		1		2		4		*		2	
Comfort and fit	---	22	---	13	---	9	---	30	---	4	---	12
Cool, absorbent	9		4		4		11		1		1	
Warm	8		2		1		4		1		1	
Soft, feels good, not scratchy	2		3		1		7		1		4	
Comfortable	2		2		3		2		*		1	
Doesn't cling	2/		2/		2/		4		2/		2	
Heavy, more body	2/		2/		2/		2		2/		1	
Fits well	2/		2/		2/		1		2/		2	
Lightweight, not bulky	2/		2/		2/		*		2/		2	
Other	2		3		2		3		1		1	
Less expensive	---	5	---	6	---	6	---	7	---	1	---	1
All other	---	3	---	3	---	3	---	4	---	3	---	4
Not ascertained	---	--	---	--	---	--	---	2	---	--	---	1
Number of cases	903		805		419		708		386		317	

1/ Percentages for specific reasons may add to more than the group total and these add to more than 100 because of multiple answers.
2/ Reasons not shown separately may be in the "other" category.
3/ Asterisk indicates less than 1 percent.
4/ For slips, "ease of laundering" includes "other laundering."

Table 7.--Replies to the questions: "What material do you like best for (skirts for school during the winter, school pants for winter wear, jackets or short coats that are worn during colder weather)?"

Preferred material	Girls' school skirts	Boys' school pants	Children's outer jackets
	Percent	Percent	Percent
Corduroy	25	30	1/ (22
Other cotton	16	57	(
Wool	26	5	34
Dacron and wool	7	2	3
Orlon and wool	4	2/	2/
Nylon and wool	3	2/	4
Cotton and wool	2	2/	8
Orlon	2	2/	2/
Nylon	2/	2/	7
Leather or suede	--	--	5
Other	4	6	3/10
No preference	5	--	4
None worn	6	--	3
Total	100	100	100
Number of cases	1,131	1,147	2,476

1/ Includes both "corduroy" and "other cotton."
2/ Materials not shown separately may be represented in the "other" category.
3/ None more than 1 percent.

Table 8.--Replies to the questions: "What are the main things you like about (preferred material) for (school skirts, school pants, jackets and short coats) for winter wear?"

Replies	Reasons for preferring corduroy for--				Reasons for preferring other cotton for --						Reasons for preferring wool for--			
	Girls' school skirts		Boys' school pants		Girls' school skirts		Boys' school pants		Children's outer jackets[1]		Girls' school skirts		Children's outer jackets	
	Percent[2]		Percent[2]		Percent[2]		Percent[2]		Percent[2]		Percent[2]		Percent[2]	
Comfort and fit		53		68		17		19		42		84		92
Warm	48		66		9		12		31		84		92	
Heavy, more body	5		7		2		2		3/		2		3/	
Feels good, soft, not scratchy	5		4		3		2		4		4/*		3	
Cool, absorbent	1		3/		3		3/		3/		*		3/	
Lightweight, not bulky	1		3/		1		3/		8		1		4	
Windproof	3/		3/		3/		3/		7		3/		7	
Other	3		3		2		5		3		1		1	
Appearance and style		43		40		47		29		30		59		38
Looks fresh, looks nice after use	15		13		21		9		13		11		14	
Doesn't soil easily	10		8		2		6		4		23		12	
Looks nice, neat, suitable	9		15		12		6		7		15		11	
Doesn't wrinkle	8		3		3		1		1		8		2	
Colorfast	5		5		5		4		3		2		2	
Holds shape	4		4		2		2		3		11		5	
Good selection, comes in variety of colors, patterns, styles	3		3		5		*		4		3		2	
Holds crease, pleats; holds press	--		3		1		1		3/		6		3/	
Can be starched	--		*		8		3		3/		--		3/	
Other	3/		1		3/		1		1		3/		1	
Ease of laundering, care		51		52		51		58		36		8		2
Easy to wash	21		19		31		27		17		6		1	
Requires little or no ironing	19		23		2		10		3		2		*	
Doesn't require special handling	14		17		14		21		15		--		*	
Easy to iron	8		9		19		15		3/		1		3/	
Dries quickly	4		5		2		2		2		--		1	
Dirt, stains come out easily	1		1		2		2		2		--		*	
Can be put on stretchers	3/		3		3/		5		3/		3/		3/	
Doesn't require starching	3/		*		3/		2		3/		3/		3/	
Other laundering and cleaning		44		27		40		29		41		19		18
Washes well	41		23		35		24		32		6		1	
Irons well	5		4		12		8		4		2		*	
Doesn't shrink	1		2		--		2		2		*		*	
Can be sponged off, spot cleaned	1		3/		--		3/		2		3		2	
Dry-cleanable	*		2		1		*		6		10		15	
Other	3/		3/		3/		3/		*		3/		1	
Durability--wears well		25		44		25		50		26		14		29
Less expensive		5		5		9		8		9		--		1
Children all wear them		3/		2		3/		12		3/		3/		3/
All other		4		2		4		2		5		3		2
Not ascertained		1		3		--		1		4		2		2
Number of cases	287		354		185		663		570		299		852	

1/ Includes both "corduroy" and "other cotton."
2/ Percentages for specific reasons may add to more than the group total and these add to more than 100 because of multiple answers.
3/ Reasons not shown separately may be in the "other" category.
4/ Asterisk denotes less than 1 percent.

Table 9.--Replies to the question: "Why do you like (stretch or regular) socks better?"

Replies	Stretch socks		Regular socks	
	Percent 1/		Percent 1/	
Comfort and fit		74		53
Fit smoothly, keep shape on foot	31		11	
Fit any foot	30		--	
Don't creep down, crawl up	11		10	
All of my children can wear same	10		--	
Easy to put on	6		4	
Feels good, soft, not scratchy	2		5	
Tops don't stretch	2		1	
Cool, absorbent	1		16	
Don't fit too tight	1		12	
Warm	1		2	
Other	2		5	
Durability		61		31
Durable, wears well, lasts long time	46		22	
Don't tear easily	14		7	
Stands lots of washing	1		2	
Other	1		2	
Laundering		30		31
Dries quickly	17		1	
Easy to wash	10		5	
Dirt and stains come out easily	4		3	
Don't require special handling, machine washable	3		8	
No lint or fuzz	2/*		5	
Don't shrink	2		11	
Wash well	2		4	
Appearance and style		26		48
Hold shape	12		11	
Looks nice, neat	7		5	
Colorfast	5		8	
Looks fresh, stay new looking	2		3	
Don't turn grey, yellow, dingy	1		27	
Good selection, comes in variety of colors, patterns and styles	1		5	
Other	2		1	
Children all wear them		2		3
Less expensive		1		8
All other		1		4
Number of cases	1,092		1,026	

1/ Percentages for specific reasons add to more than the group total and these add to more than 100 because of multiple answers.

2/ Less than 1 percent.

Weidenhamer, Margaret H

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